

Student consultants help solve real business problems

An innovative new course is sending teams of George Brown business students across Toronto to help business and community organizations solve real problems. So far the students have helped more than 8 organizations with business, marketing, and growth plans, including:

- Solving pricing and production problems for a food co-operative that allowed it to hire more disabled workers and pay them better.
- Expanding a small specialty food business by creating a new visual identity, packaging, and researching new sales opportunities.
- Creating a marketing plan for a provider of a patient self-care plans to doctors.

"I tell my students – you are business professionals," says Professor Mark Simpson, who designed the Field-Based Consulting elective course, which was offered to senior year Business students for the first time this year.

The double-credit, one-semester course requires students to spend as many as 12-hours per week meeting with clients to determine their needs, doing research, and devising plans to solve problems. It requires the four-student teams to work together and apply what they've learned in a down-to-earth, practical way, says Simpson.

The consulting service, offered currently under the banner of The Institute of Entrepreneurship and Community Innovation, is a win-win for both the client and the students. Clients get high quality advice and planning that is either free, for non-profit organizations, or low-cost for businesses. Services are offered at about 30 per cent of the open market rate. Students get valuable real-world experience as well as "powerful stories" to tell prospective employers about their abilities, says Simpson. "From a student perspective this is a resume cornerstone."

The course enrolls only 40 students in their final year of college who are interviewed before being registered to ensure they have right attitudes and skills.

Students come from a variety of business programs and bring with them a mix of skills that clients want on the four-student consulting teams.

(continued on page 2)



Business Administration student Jessi Gillis (right) will be earning a college credit this fall for her work as a business consultant with George Brown's newly established Institute of Entrepreneurship and Community Innovation. The Institute, directed by Business professor Mark Simpson, provides a range of consulting services to businesses and non-profit organizations including research, planning and marketing. Gillis, who is a Chef School graduate, says her Institute experience will help her launch a career as a consultant in the hospitality industry.

Business leader/philanthropist praises college's new consulting service

One of Canada's best known business leaders and philanthropists is a big fan of George Brown's new business consulting service.

Alan Broadbent, CEO of Avana Capital Corporation and chair of the Maytree Foundation, has cited the service offered by the Centre for Business' Institute of Entrepreneurship and Community Innovation as an example of enlightened, socially-conscious entrepreneurship in an article published in The Toronto Star in May.

"I am encouraged by business schools like George Brown College and its Institute of Entrepreneurship and Community Innovation, which have embraced these values and have made the well-being of the community a cornerstone of their entrepreneurship and small business management education."

In an address to a business audience at the college's Annual Executive Breakfast on April 15, Broadbent forwarded the concept of always "giving forward" to the community rather than giving back after success is achieved.

"Success will be satisfying if the work is done in the service of others."

He said George Brown is sync with a changing business and social environment. "George Brown is breaking the barriers and creating education for the 21st century. George Brown is where the world is going."

For more information, please visit <http://www.georgebrown.ca/theinstitute>

Interior Design grads win national awards

Graduates of George Brown's Continuing Education Interior Decorating program made a big splash in recent national awards.

Anita Vizzini won first place for best project in the Interior Decoration Category, and Harvey Winks won first place for best project in the New Construction Category of awards given by the Canadian Decorators' Association.

Program co-ordinator Randy Christensen also reports current student Jessica Boardman has landed a dream job as a design intern with famed interior designer Brian Gluckstein.

Student consultants

(continued from page 1)

"What the client is looking for is a combination of skills," says Simpson.

The course is unique among Ontario colleges and was inspired by the community consulting offered by a student organization called Students in Free Enterprise (SIFE), which is mentored by Simpson, as well as consulting services offered by some MBA programs.

The Institute considers projects from any organization – as long as they provide the students with a problem that challenges them and allows them to learn and grow. "I select clients who are going to give students the best work experience," says Simpson.

This year those clients have included the Yonge Street Mission, the Ontario Council of Alternative Businesses, the Common Ground Co-Operative, and Community Resource Connections of Toronto.

Students created a launch strategy for a new club, developed marketing plans for four clients and a business plan for another, among other projects.

In addition to providing consulting services the Institute, with office space at 230 Richmond St. E., also helps facilitate opportunities for young entrepreneurs to secure loans from the Canadian Youth Business Foundation and Business Development Canada.

For more information about the Institute of Entrepreneurship and Community Innovation, visit <http://www.georgebrown.ca/theinstitute/> or e-mail Mark Simpson at msimpson@georgebrown.ca

Day time Con Ed classes offered in new building



Instructor Stephan Galvanek (second from right) with some students from his afternoon abstract painting class. The class is held in the new continuing education studio building at 207 Adelaide St. E. near St. James Campus.

The sun is shining – literally – on George Brown Continuing Education, which recently started offering daytime visual arts classes for the first time in a new building near St. James Campus. Students in the new four-classroom facility are taking courses starting as early as 10 a.m. – with classes running all afternoon and evening, as well as on both Saturdays and Sundays. It's the first time the college has offered a broad array of daytime continuing education classes – which have previously been available only in the evenings or on weekends.

"We just can't sit still," says Munir Noormohamed, Chair of Business and Graphics in the Centre for Continuous Learning.

Starting in early May, 30 courses were already underway in the building at 207 Adelaide St. E. near Jarvis – which is the former home of the college's Institute without Boundaries program.

The building is a centre for high-demand visual arts courses and features a gallery space – called Gallery F, which currently features an exhibition of photography by part-time professor Derrick Haynes.

Interest in visual arts courses is growing, and to meet it the college has launched three new certificate programs and 14 new courses.



STAFF PICNIC: Toronto Island was the scene of heated competition on June 6 when staff and their families and friends gathered for the annual staff picnic. As well as the time-honoured tradition of sack races and other field games there was a barbeque – and this year the weather co-operated with warm temperatures and sunshine.

International Institute of Hospitality accredits three George Brown programs

George Brown has become the only Canadian college to offer programs accredited by the prestigious UK-based Institute of Hospitality. Accreditation by the Institute is a global standard of quality that is a door-opening calling card for graduates – recognized by hospitality employers around the world.

George Brown is the only college in Canada to offer this unique career advantage to current and former graduates of its Hotel Management (H103), Food and Beverage Management (H102), and the Bachelor of Applied Business – Hospitality Operations Management programs (H301).

These programs became accredited following a rigorous examination of George Brown's curriculum, facilities, and organization by Institute staff.

It joins only 20 other top flight educational institutions in eight countries around the world whose programs have received accreditation. The only other post-secondary institution in Canada to offer

Institute accredited programs – and at the same level as George Brown – is the University of Guelph.

Institute accreditation allows graduates to become members of the Institute – joining a network of thousands of managers in 100 countries at all stages of successful careers in the hospitality industry. It also allows access to exclusive professional development and business intelligence to students and faculty.

The non-profit Institute has its deepest roots in the hospitality industry in the United Kingdom, where it has been established for over 70 years, as well as in other countries such as Australia, New Zealand, and Hong Kong. Currently the Institute has international chapters in over 20 countries.

For more information go to:
<http://www.georgebrown.ca/hospitalityandtourism/institute-of-hospitality.aspx#top>

New catering program offers hospitality to go

Caterers often make or break the special events that highlight our calendars – weddings, anniversaries, conventions, and parties. Now George Brown is starting to train a new generation of caterers to make those events even more special. This September the college is launching a new program that will give graduates specific skills that will allow them to launch careers as catering managers in hotels, resorts or other hospitality venues or go into business for themselves.

The two year Hospitality Management – Catering diploma program includes specialized courses in on- and off-site catering as well as a seven-week work experience term in the growing field. Caterers work either on-site in hotels, resorts, convention centres, galleries or museums, or off-site with private catering companies that cater events in homes and condos, businesses or rented spaces. Graduates will be qualified as operations/logistics co-ordinators, sales representatives, catering event team members, hotel catering co-ordinators, and private catering co-ordinators.

For more information about this new program call Jeannine Pharand-Thayer at 416-415-5000, ext. 2518.

Muskoka? No, this is the view from our new campus!



It may look like a northern lake, but this tranquil scene of water, sky and trees is what George Brown staff and students will see when they look south from the college's new waterfront campus on Queen's Quay East. The campus got a big boost in May when the Government of Canada announced that it would give the project \$30 million. That's now added to a \$61.5 million contribution from the Ontario government, and \$15 million from the college. This summer design work is continuing on the two-building campus, which is estimated to cost \$190 million.

President Anne Sado



As many of George Brown's staff and students take a well earned break sometime during the summer months of July and August, the College will

once again be busy using this time to make headway on a number of renovation and construction projects for its facilities and infrastructure. This 'construction season' is of course a time honoured tradition which we share with the rest of downtown Toronto.

After a year of remarkable growth on our campuses – including the opening of three newly renovated spaces at 300 Adelaide, 215 King, and 230 Richmond – this summer's level of construction will be slightly more modest than the previous year's. Not that this implies we are slowing down, however, as many of the projects to be completed over the summer have been ongoing and part of our overall plan for long term campus renewal.

The largest facilities upgrades occurring while most people will be away include the renovation of the basement level at St. James for September. This will result in a fully integrated Student Service Centre with an open access lab and a career centre – fulfilling our goal of providing students with access to a career centre at both of our major campuses. Across the street, we will be adding one of the final pieces to 300 Adelaide in the form of new state-of-the-art bake labs, made possible through the Apprenticeship Enhancement Fund. Staying at St. James, we will be continuing on the next phase of the Student Athletics Centre's expansion and renovation.

As always, planning for additional classroom space at both campuses

continues to be the priority, and the College is constantly seeking new opportunities to serve its long term need for more space. As a college located in the downtown core, we face a whole host of unique challenges, but as well as some advantages. Real estate is at a premium and we are constrained within existing neighbourhoods. As a result our square footage per student is lower than most other postsecondary institutions. On the other hand, GBC students benefit from excellent transit access and high visibility among potential employers.

With the coming waterfront campus, we will be able to go a long way in addressing our perpetual space shortage, which has been driven by incredible demand across the college system. The waterfront campus will represent the greatest single expansion in our history, adding 40% to our existing footprint.

As the number of people seeking our services as a provider of vital education and training continues to rise, the College will inevitably be faced with questions of how far it can or should allow itself to grow, and in what form it can best serve the needs of future students and stakeholders. Much of this discussion is happening now as part of our ongoing work into our longer term master space plan.

For those of you taking a much deserved summer break, know that the College will be hard at work, making progress to improve its facilities for September and beyond. And with the most recent announcement of federal funding for our waterfront campus, I hope to share with all of you even more exciting news in the coming academic year.

To all of our staff, enjoy a wonderful summer!



GETTING READY FOR CONVOCATION: Staff of George Brown's Academic Records Department in the Registrar's Office at Casa Loma are busy at this time of year getting ready for Convocation in late June when the college will award about 3,000 diplomas, degrees and certificates. From left Academic Records Co-ordinator Elizabeth Monk shows off a sample degree, Academic Records Specialist Jennifer Birkett displays a diploma, and Academic Records Specialist Gifty Quartey holds a certificate. Graduation ceremonies will take place this year in the Rich Coliseum in the Exhibition grounds on June 23 to 25.

GREEN SPOT

"George Brown's student-training restaurant – The Chefs' House – no longer sells bottled water. In its place we have a new high-tech four filter system which provides our guests with quality sparkling or still water with no carbon footprint or garbage. As well, we do not sell bottled sodas and have introduced our own house blend of fair trade coffee. The reasons and importance of these choices are regularly discussed with the students in the hopes that they will carry forward these concerns as they enter the industry as professionals"

— Dining Room Technologist Scott McKenzie



Make it happen.

George Brown News is a publication of the Marketing and Communications Department, George Brown College at 200 King St. East, Room 542E, Toronto, ON M5T 2T9
Editor: Story ideas? Contact Editor Neil McGillivray at nmcgilliv@georgebrown.ca
Contents copyright George Brown College, 2009.
Printed in Toronto on June 13, 2009
<http://insite.georgebrown.ca/communications/gbn/default.asp>